

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Permission to increase the rate of admission for three (3) Screens in M/s PVR Cinemas Private Limited, Panjagutta, (Hyderabad Central Mall), Hyderabad – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 60

Dated:11-03-2010.

Read the following :-

1. Representation dated 21-10-2009 of the Management of M/s PVR Cinemas Pvt., Ltd., Panjagutta, Hyderabad.
2. Govt.Memo.No.35938/Genl.A1/2005-15, dated 30-10-2009.
3. From the Director General Disaster Response & Fire Services, Letter Rc.No.10840/B1/2000 date d 24-11-2009.
4. From the Commissioner of Police, Hyd. City, Letter No.L&O/A3/08/2003-09 dated 16-12-2009.
5. Govt.Memo.No.35938/Genl.A1/2005-16, Dated 05-01-2010.
6. From the Commissioner of Police, Hyd. City, Lr.No.L&O/A3/8/2003-10 dated -03-2010.

ORDER:

In the reference first read above, the Management of PVR Cinemas Limited, Punjagutta, Hyderabad, has represented the Government requesting to permit them to increase the rates of admission in (3) Screens i.e., Screens 1 II, V at (Hyderabad Central Punjagutta) from existing Rs.100/- to Rs.175/- for the three screens. Accordingly the Commissioner of Police & Licensing Authority, Hyderabad, and the Director General, Fire & Emergency Services, Hyderabad were addressed for a report conforming the details put forth in their representation.

2. The Director General of State Disaster Response and Fire Services Department, Hyderabad, in the reference third above has stated that No Objection Certificate for Occupancy was issued to the Multi-storied building with sub-cellar+Lower Ground+Ground floor +04 Upper floors (Multiplex) with 05 Screens in 4th floor constructed for PVR Limited, Hyderabad situated at 6-3-673,673/1,674/1 ad 675/1 to 675/5, Panjagutta, Hyderabad (earlier to Dheren Rameshchandra & Others) to Commissioner, Greater Hyderabad Municipal Corporation vide this office letter Rc.No.10840/B1/2000 dated 09-10-2009. He has therefore requested that a decision to permit to increase rates of Admission in all the Screens in PVR Cinemas Limited, Hyderabad, may be taken by the Government.

(Contd...2)

3. Further the Commissioner of Police, Hyderabad City in the reference fourth and sixth read above, has stated that the Management of M/s PVR Cinemas, Panjagutta X Roads, Hyderabad, made a representation for permission to increase the rates of admission from Rs.100/- to Rs.150/- in the Screens of M/s PVR Cinemas on account of providing the following facilities: .

1. Luxurious interiors of international standards with fully Air-condition auditoriums and lobby.
2. Plush carpeting in the lobby and auditoriums.
3. State of the art LCD screen in the box office counter, displaying Information for our customers.
4. Comfortable stadium style high-back seating with a seat width Of 22 inches with comfortable leg space between the rows.
5. Auto flush toilet facility with high levels of hygiene in the multiplex and its restrooms through constant housekeeping efforts.
6. Inherently fire retardant seat fabrics and drapes.
7. Modern safety and security systems and fire fighting system.
8. Smoke exhaust fans inside all auditoriums and motorized fire dampers in all AHUs.
9. 100% generator set facility.
10. All the critical system have UPS backup facility thereby enabling uninterrupted movie viewing even during power failures.
11. Emergency lights on invertors all over the property
12. LED lights on every step riser in the auditorium, seta lights as well as exist signs' on invertors.
13. Christie projectors, Xenon console with the platter system.
14. Efficiently designed acoustic system in all auditoriums, providing Patrons with a superior sound quality.
15. Digital sound system with Dolby and DTS in all screens.
16. Combination of three-way and four-way surround sound system.

(Contd...3)

17. Computerized ticket facility.
18. Multiple security check equipments to ensure safe and secure Environment in the Cinemas.
19. Smoke suppression systems installed in Cinema staircases.
20. Automatic ticket vending Machines allowing patrons, purchasing Ticket internet to collect their booking such as SMS Booking Home Delivery etc., which makes the process of booking tickets easy and convenient for our customers.

4. The Commissioner of Police, Hyderabad City, has further stated that the application has been got enquired into by the Assistant Commissioner of Police, Panjagutta Division. He has personally visited the PVR Cinemas on 24-11-2009 situated at 5th floor of Hyderabad Central Mall, Panjagutta X Roads, Hyderabad. He was shown all the systems mentioned in the representation i.e., 1 to 20 and on verification by him, all the above mentioned facilities/systems have been found provided to the cine goers with highest quality of operations and are found in good condition. The Deputy Commissioner of Police, West Zone has forwarded the report of the Assistant Commissioner of Police, Panjagutta Division. He has also stated that M/s PVR Cinemas is running three screens viz., Screens-1, 2 & 5 as per the Form-B Cinematography License granted to them.

5. The Commissioner of Police, Hyderabad City, has further stated that there is no objection to accord permission for enhancing the admission rates as requested by the applicant to three screens i.e., Screens 1,2,& 5 auditoriums of multiplex theatre of M/s PVR Cinemas, Panjagutta 'X' Roads, Hyderabad.

6. On the representation for enhancement of rates of admission, an opportunity of hearing was given to the Management of M/s PVR Cinemas Private Limited, Hyderabad, on 04-01-2010, before the Appellate Authority. The Government have heard the case represented by the Management.

9. Government after careful examination of the matter and also keeping in view the recommendations of the Commissioner of Police, Hyderabad City & Licensing Authority and in exercise of the powers conferred under rule (c)of sub-rule 3 of Rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules, 1970, hereby permit M/s PVR Cinemas Pvt. Ltd., Panjagutta, Hyderabad, to increase the rate of admission from existing Rs.100/- to Rs.150/- for three (3) Screens i.e., First, Second & Fifth Screens.

(Contd...4)

10. The Licensing Authority is directed to thoroughly inspect the facilities mentioned under para 3 above during his periodical half yearly inspections and in case any deficiency is found in the said facilities the same may be reported to Government so that action will be taken by the Government to automatically withdraw the enhanced rate of admission accorded in para 9 above.

11. The Commissioner of Police & Licensing Authority, Hyderabad City is requested to incorporate the enhanced rates of admission in respect of three (3) Screens i.e., First, Second & Fifth Screens in "B" Form Licence of M/s PVR Cinemas Pvt. Limited, Panjagutta, Hyderabad.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJAY MISRA,
PRINCIPAL SECRETARY TO GOVERNMENT

To

The Commissioner of Police & Licensing Authority, Hyderabad City.

Copy to:

The M/s PVR Cinemas Pvt. Ltd., (Hyderabad Central Mall),
Panjagutta, Hyderabad.

The P.S. to Principal Secretary to Govt., Home Dept.

P.S. to Minister for Cinematography.

The Commissioner Tax Officer, Hyderabad Circle.

SF/SCs.

//FORWARDED:BY ORDER//

SECTION OFFICER.